

## KENNETH L. TURCHI

Antonin Scalia Law School  
George Mason University  
3301 Fairfax Drive  
Arlington, Va. 22201  
703.993.8332

**Proven executive in marketing, media relations, development, and law school communications**, including as senior executive of two professional schools (Antonin Scalia Law School, George Mason University, and Indiana University Maurer School of Law) and two publicly held corporations (First Indiana Bank and Duke Realty Corporation).

### EXPERIENCE

**ANTONIN SCALIA LAW SCHOOL, GEORGE MASON UNIVERSITY, Arlington, Va.** June 2022–Present

**Associate Dean, External Affairs** March 2023–Present

- Responsible for advancement and fundraising for US News Top-30 ranked law school, including annual fund and capital campaign.
- Collaborate with dean and leadership team on major gifts.
- Point of contact between law school and George Mason University Foundation on fundraising strategies.
- Responsible for strategic communications and marketing as described below.
- Report to dean of the law school; member of senior staff leadership team.

**Assistant Dean, Strategic Communications and Marketing** June 2022–March 2023

- Responsible for all communications and marketing of *US News* Top-30 ranked law school.
- Point of contact for external media and public relations inquiries.
- Support communications and marketing of admissions staff efforts to recruit highly qualified students.

**INDIANA UNIVERSITY MAURER SCHOOL OF LAW, Bloomington** 2009–2022

**Consultant** 2021–2022

**Assistant Dean, Communications and Administration** 2009–2021

- Developed marketing and communications strategy for successful \$60 million capital campaign and \$1 million annual fund campaign.
- Delivered all internal and external law school marketing and communications, including media relations, admissions marketing, development communications, career services marketing, website, and social media.
- Achieved growth of 150% in number of faculty media hits in national and regional publications through implementation of strategic media relations plan.
- Worked with Office of Admissions to achieve double-digit increases in applications.
- Reported to dean of the law school; member of seven-person leadership team.
- Worked for law school in 2022 as a consultant responsible for writing and publishing semi-annual alumni magazine.

**DUKE REALTY CORPORATION, Indianapolis**  
**Senior Vice President, Marketing**

2006–2009

- Responsibilities included market research, brand development, marketing communications, media relations, and public relations. Supervised 27 full-time employees in five cities and managed a \$9 million budget.
- Consolidated 25 separate brand identities into one national platform of \$21 billion real estate investment trust, while providing flexibility for local market sales support, achieving improved name recognition and greater operating efficiencies.
- Worked with local market managers and third-party brokers to develop marketing collateral that differentiated Duke properties while acknowledging brokers' interests.

**THE ARDEN COMPANY, LLC, Indianapolis**

2004–2006

- Founded a marketing and leadership development consulting practice for small businesses and nonprofits.
- Projects included successful national CEO search for Indiana Landmarks, the nation's largest statewide historic preservation organization, and leadership development coaching for the development staff at the University of Michigan.

**FIRST INDIANA BANK, N.A. (now BMO Harris Bank), Indianapolis**  
**Senior Vice President, Retail and Community Banking**

1985–2004

(Promoted to SVP in 1994; previously first vice president, vice president, assistant vice president, and director of strategic planning)

- Managed 340 FTEs and \$35 million budget of \$1 billion bank. Responsibilities included marketing, corporate communications, supervision of branch system, sales training, sales management, branch operations, information technology, strategic planning, small business and consumer lending, investor relations, and public relations.
- Increased same-store checking accounts to 67,000 in 2004 from 38,000 in 1997 in a flat growth market.
- Installed balanced scorecard model for both sales and operations, which enabled real-time assessment of operational efficiencies and improved delivery of customer service.
- Reported to president and chief executive officer. Member of senior executive committee; attended and presented at monthly board of directors' meetings.

**PUBLICATIONS**

*Looking Forward, Giving Back: The Jewish Merchants of Downtown Indianapolis*  
Indiana Historical Society Press (2021).  
*Indiana University Auditorium: 1941-2016*  
Indiana University Press (2016).

*L.S. Ayres & Company: The Store at the Crossroads of America*  
Indiana Historical Society Press (2012).

## **EDUCATION**

J.D. *cum laude*

Indiana University Maurer School of Law

A.B. *summa cum laude*

Wabash College

Majors: Economics, French

Elected to Phi Beta Kappa

## **SPECIAL SKILLS**

- Member of Indiana Bar (Inactive)
- Languages: French (Level C2; 120 TOEFL score); Spanish (Level C2; 120 TOEFL score)  
Classical piano performance
- Certificate, Principles and Techniques of Fundraising, Indiana University Lilly School of Philanthropy
- Proficient in Excel, Adobe InDesign, Illustrator, Photoshop, and Salesforce Marketing Cloud